

## **Community Services Department - Cultural Service Contracts FY2017 Quarterly Report**

Check one:

- |                                     |                       |
|-------------------------------------|-----------------------|
| <input checked="" type="checkbox"/> | July –September 2016  |
| <input type="checkbox"/>            | October-December 2016 |
| <input type="checkbox"/>            | January-March 2017    |
| <input type="checkbox"/>            | April-June 2017       |

Contractor: **Los Alamos Arts Council**

Address: 2132 Central Ave or P.O. Box 284, Los Alamos, NM 87544 Telephone: 663-0477
Hours of Operation: 10:00 a.m. to 4:00 p.m. Monday-Wednesday-Friday
<b>Name and Title of Person completing this report form: Marlane Hamilton, Executive Director</b>

The following services were agreed to in the contract:

### **SECTION A. SERVICES:**

**1. Contractor Services.** For each County fiscal year, Contractor shall:

- a. Offer a children’s theater workshop designed for participation by the children of the entire community, usually lasting one (1) week during the summer months and culminating in a public performance;
- b. Provide noon-time musical or theatrical performances, approximately monthly;
- c. Provide a variety of evening musical, cinematic, or theatrical performances, including a special 50<sup>th</sup> anniversary performance for the community in 2017;
- d. Collaborate with County departments and/or other community cultural service providers in providing a minimum of four (4) events, activities, or programs during the fiscal year;
- e. Provide opportunities for youth and adult feedback and input into programs, events and activities offered in by Contractor through surveying. Incorporate this information into the design and implementation of new and existing programs; and
- f. Disseminate information to the public regarding activities of the Contractor and by use of the news media, social media, newsletters and other appropriate means of announcing activities and events.

**2. Deliverables.** Contractor shall provide:

- a. An annual financial review performed by an independent party with acknowledged financial experience to include, at a minimum, all financial records relating to the Agreement Term, and furnishing County with a copy of the review by September 30, 2016. A copy of Contractor’s most recent financial audit performed by an accountant or

accounting firm may be accepted in lieu of the financial review. This provision shall survive termination of this Agreement.

- b. Written reports, on forms provided by County, covering each three (3) month period of term of the Agreement, with the first period beginning July 1, 2016. The reports will include financial information describing Contractor’s use and expenditures of County funding and, at a minimum, summary information on:
  - (1) The efforts undertaken and the results of Contractor’s solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;
  - (2) The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with Contractor;
  - (3) The estimated level of increased visitation to the Los Alamos area as a result of the Contractor’s events, programs, and services, if applicable;
  - (4) The level and results of Contractor’s collaboration and coordination of effort with other community service providers;
  - (5) A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts; and
  - (6) A description of the Contractor’s efforts to market/advertise events, programs and services.

Contractor shall furnish these reports to the County Community Services Director within thirty (30) days after the end of each reporting period.

**Narrative information:**

**Summary information addressing services provided and the requirements in Section A. 1. Contractor Services and 2. Deliverables above:**

4<sup>th</sup> Quarter (April – June 2017):

3<sup>rd</sup> Quarter (January – March 2017):

2<sup>nd</sup> Quarter (October – December 2016):

1<sup>st</sup> Quarter (July – September 2016):

**JULY**

LAAC held the **Board Retreat** with 8 board members present on July 9 and welcomed new board members and made plans for the coming year.

**Missoula Children's Theatre** residency took place July 25-30 this year. This year about 60

children and teenagers auditioned for parts in the production "Rumpelstiltskin." All of the children selected for their talents on and off stage and buckled down to a week of rehearsals culminating in a delightful evening of story, song and dance for family, friends and theater patrons. LAAC extended itself this year by once again offering theater workshops on "Let's Make Up" and "Improvisation" for 35 youngsters per class. These workshops were open to children who were in the performance as well as those not selected. The audience attendance for the performance was 237. The Los Alamos Arts Council is most appreciative of the County support for this program. The costs of this program continue to rise. We request that children selected for the performance pay \$35. Missoula cast members were asked the questions for LA Scores this quarter and all of them gave good to excellent ratings for the program and want to participate again in the future.

LAAC continues to hold the program at the Crossroads Bible Church. The facility is very adequate for the size of audience that attends the performance.

The Sec Sandoval Chalk Walk was again a part of ScienceFest Many thousands of people came to town to participate.

Our Chalk Walk brought adults and children of all ages to view the 3D drawing and draw 12 squares for the actual Chalk Walk. LANB sponsored our new 3-D chalk drawing this year. We counted approximately 400 people stopping by to take pictures of our 3D chalk drawing, while probably close to 30 participated in the drawing of squares.

The newsletter was sent out this month.

### **AUGUST**

LAAC held the monthly board meeting and discussed the upcoming fall season when many of our events take place. This month tends to be our slowest of the year with regard to performances. We did not present a Summertime Coffeehouse.

LAAC again put together a request to the County Council for a proclamation to have the month of September declared the "Month of Arts and Culture" in Los Alamos. The proclamation was presented at the County Council meeting on August 30 in honor of all of the arts and cultural organizations in the community.

### **SEPTEMBER "Month of Arts and Culture"**

During the month of September a banner is in place over Diamond Dr. with the logos of various cultural organizations. The organizations collaborate to try to promote a month of arts related events to the community. This month usually is when many of the various programs begin their seasons.

The Brown Bag Performance Series was held on Sept. 7 at Fuller Lodge. Our season began with the *Enchanted Strings Quintet* performing Schubert's String Quintet in C major, "Double Cello Quintet." An audience of about 55 enjoyed the performance.

The LAAC board met and continued planning for the upcoming seasonal events and ideas for the 50<sup>th</sup> anniversary year.

### **B 1. The efforts undertaken and the results of Contractor's solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;**

LAAC receives feedback at many of our events from participants. We actively solicit comments and suggestions from exhibitors at our craft fairs as well as some of our other programs.

As for participants rating of the Missoula experience good/excellent, the children surveyed were enthusiastic and want to participate again next year. They have a positive feeling toward the Arts Council as do their parents. We always hear what a wonderful program it is from the parents and have heard stories of how the experience was positive for their children. Several parents shared stories of the positive impact that the Missoula experience has had on their children. We have seen the skills of children improve over the years as they return to perform each summer and receive larger parts.

**B 2. The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with the Los Alamos Arts Council;**

**Residence:**

A majority of our audiences are residents of Los Alamos. This quarter Missoula Children's Theatre brings a local audience to the performance. The Sec Sandoval Chalk Walk, however, saw folks from out of town as well as local people who came to the ScienceFest.

**Age/gender:**

Most of the participants in our events and programs held at Fuller Lodge are adults with an emphasis on those 40 and older. This quarter Missoula Children's Theatre was a program for children. The performance had about 62 children while the audience for the performance consisted of adults as well as children.

The Sec Sandoval Chalk Walk as a part of the ScienceFest brought 400 people to our booth to view the 3D drawing and take pictures. These were adults, teens and children. About half of the squares were drawn by children at the event. Some of the chalk artists were from as far away as Albuquerque.

**B 3. The estimated level of increased visitation to the Los Alamos area as a result of the contractor's events, programs, and services, if applicable;**

This quarter the Sec Sandoval Chalk Walk, as part of the ScienceFest, saw many people from "off the hill" in attendance. Since we were a part of ScienceFest we benefitted from this collaboration with increased attendance. The 3-D chalk artist, for example flew here from Los Angeles.

**B 4. The level and results of Contractor's collaboration and coordination of effort with other community service providers;**

LAAC collaborated with MainStreet and many other organizations (including community service providers) that took part in the Los Alamos ScienceFest. The planning for this event is a year-long effort of meetings of all of the organizations.

LAAC received the County Proclamation on August 30<sup>th</sup> for "September Month Arts and Culture" on behalf of the many arts organizations in Los Alamos.

LAAC is a part of the program subcommittee of the Creative District Advisory Committee and meets with various other community service providers and organizations in this capacity.

**B 5. A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts;**

LAAC received funding from MainStreet for the Spring Arts and Crafts Fair- advertising.

LAAC received funding from LANB for the design of the 3-D Chalk Drawing this year.

**B. 6 A description of the Contractor's efforts to market/advertise events, programs and**

**services.**

LAAC markets events in Los Alamos by means of paid advertising, banners, flyers, street signs, and commercials at the Reel Deal. We send notices to the schools about Missoula Children's Theatre. We place ads in surrounding communities. We also use Face Book and networking with our members as well as an email blast to members.

**Notable Achievements/Improvements:**

4<sup>th</sup> Quarter (April – June 2017):

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3<sup>rd</sup> Quarter (January – March 2017):

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2<sup>nd</sup> Quarter (October – December 2016):

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1<sup>st</sup> Quarter (July – September 2016):

We were pleased to have Dianne Marquez facilitate our July Board Retreat which will lead to board development plans this coming year and will improve how the board operates and works together.

**Opportunities/Dreams/Recommendations/Problems:**

4<sup>th</sup> Quarter (April – June 2017)

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3<sup>rd</sup> Quarter (January – March 2017):

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2<sup>nd</sup> Quarter (October – December 2016):

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1<sup>st</sup> Quarter (July – September 2016):

LAAC had the opportunity to bring a new 3-D drawing to town as part of the Chalk Walk and ScienceFest. This was thanks to funding from LANB. These chalk drawings are unique and special and we are fortunate to be able to have them in our community.

<b>Annual Financial Review Attached?</b>	<b>Yes X</b>	<b>No</b>
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(Check one)	Date of Report: Oct. 23, 2016	
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**Financial Information:**

<b>AGR17-702 LAC Direct Funding Only – \$9,270.00</b>	<b>1<sup>st</sup> Quarter FY2017 (July – Sept 2016)</b>	<b>2<sup>nd</sup> Quarter FY2017 (October – Dec 2016)</b>	<b>3<sup>rd</sup> Quarter FY2017 (January – March 2017)</b>	<b>4<sup>th</sup> Quarter FY2017 (April – June 2017)</b>
<b>Type of Expense</b>				
Personnel	\$750.00			
Supplies	\$82.50			
Event / Program	\$840.00			
Media	\$510.00			
Misc. Expense	\$135.00			
Special Event – FY17- \$3,000				
<b>Total Expenses</b>	<b>\$2317.50</b>			

**LA Scores (Performance Evaluation Data):**

**Qtr 4 (Apr – Jun 2017)**

- # Participants served through LAARTS Programs per Quarter:
- # Paid Staff Hours per Quarter:
- # Volunteer Hours per Quarter:
- # Participants Providing Feedback per Quarter:
- # Participants Rating their Experience Good or Excellent per Quarter:

**Qtr 3 (Jan – Mar 2017)**

- # Participants served through LAARTS Programs per Quarter:
- # Paid Staff Hours per Quarter:
- # Volunteer Hours per Quarter:
- # Participants Providing Feedback per Quarter:
- # Participants Rating their Experience Good or Excellent per Quarter:

**Qtr 2 (Oct – Dec. 2016)**

- # Participants served through LAARTS Programs per Quarter:
- # Paid Staff Hours per Quarter:
- # Volunteer Hours per Quarter:
- # Participants Providing Feedback per Quarter:
- # Participants Rating their Experience Good or Excellent per Quarter:

**Qtr 1 (Jul – Sep 2016)**

- # Participants served through LAARTS Programs per Quarter: 800
- # Paid Staff Hours per Quarter: 339.5
- # Volunteer Hours per Quarter: 812 (includes mtg. times,etc.)

**# Participants Providing Feedback per Quarter: 80 (Missoula, Chalk Walk, BB)**

**# Participants Rating their Experience Good or Excellent per Quarter: 80 We have not had negative comments.**